

Message

From: DUNCAN, MELISSA S [Redacted]
Sent: 10/15/2015 7:42:15 AM
To: MURPHEY, SAMUEL [Redacted]
[Redacted]; DYKES, MICHAEL D [Redacted]
[Redacted]
CC: KUSCHMIDER, SCOTT [Redacted]; MILLER, PHILIP W [Redacted]
Subject: RE: Draft letter, one-pager

Michael – It sounds like we are aligned on steps forward. I have provided Sam a couple of small edits on the Robb letter. Chris is working with Libby to get addresses of Committee members.

We are also working a couple of additional pieces here. We are working with John and Eric to see if we can get Henry Miller to write an additional article. Alternatively, Sam is drafting an article for Brett's signature/review (as we have discussed, that is not our recommended approach) – no guarantees we can get it placed if that is the route that is chosen.

Thanks very much. If there is anything else we can do from this end, please let me know.

Regards,
Melissa

From: MURPHEY, SAMUEL [Redacted]
Sent: Wednesday, October 14, 2015 7:39 PM
To: DYKES, MICHAEL D [Redacted]; DUNCAN, MELISSA S [Redacted]
Cc: KUSCHMIDER, SCOTT [Redacted]; MILLER, PHILIP W [Redacted]
Subject: RE: Draft letter, one-pager

Michael,

I'll work on the revisions to the letter as you outline below and circulate a revised draft.

Attached, please find a blog post we've prepared from Dan Goldstein that offers his perspective on glyphosate safety and the ads as a physician – I think this also underscores the themes you've outlined below. We have legal approval on this draft and will be ready to take it live in the morning.

I gave the coalition some feedback on their version of the one-pager late this afternoon – it looks good. We're getting the Monsanto one-pagers formatted.

The CLA op-ed was submitted to Politico this afternoon. If Politico turns it down, we'll try taking the op-ed to the Hill next.

Thank you,

Sam

From: DYKES, MICHAEL D [Redacted]
Sent: Wednesday, October 14, 2015 7:23 PM

To: DUNCAN, MELISSA S [Redacted]
Cc: MURPHEY, SAMUEL [Redacted]; KUSCHMIDER, SCOTT [Redacted] MILLER, PHILIP W [Redacted]
Subject: Re: Draft letter, one-pager

Melissa

I have shared my thoughts on the need for us to proactively respond to these ads and I expect more actions from opponents in the lead up to October 21

If a letter is the decision, then I would suggest it come from Robb to the Senate Ag Committee members before the hearing

It should have a lead to the misleading ads connecting safety of glyphosate to biotech while referencing the upcoming hearing

I would suggest a different closing. It can close with a simple statement that we are committed to transparency and will continue to stand behind the safety of our products

We have been working with the Coalition and GMA to do several things:

- we will get the one pagers to the Hill especially the Ag Committee
- we will have Hill request EPA release their opinion on glyphosate
- we will make sure Committee members ask EPA the glyphosate safety question
- the coalition is considering a poster to highlight the biotech derived ingredients in yogurt if they can pull it off
- we will ensure Ron Klineman is well briefed before the hearing

Let us know if there are things missing

Michael

Sent from my iPhone

On Oct 14, 2015, at 12:20 PM, DUNCAN, MELISSA S [Redacted] wrote:

Michael – I had a pretty lengthy conversation with Phil. I explained the parallel paths that we were executing and he was very supportive. Sam and I are continuing to evaluate whether we can get something “mainstream” that talks about the inherent conflict/bias of the organic industry in advance of hearing.

What are your thoughts on the timing of the letter from Robb? Phil agreed that it would be good to at least get to our allies in advance of the 21st. If you let us know which direction you would like to proceed, we can help coordinate/facilitate ASAP.

Regards,
Melissa

From: DUNCAN, MELISSA S [Redacted]
Sent: Wednesday, October 14, 2015 8:49 AM
To: DYKES, MICHAEL D [Redacted]
Cc: MURPHEY, SAMUEL [Redacted]; KUSCHMIDER, SCOTT [Redacted]
Subject: RE: Draft letter, one-pager

Text pasted below:

October ##, 2015

Dear Senator _____,

Recently, a number of false and misleading advertisements have circulated on Capitol Hill regarding an important crop protection chemical, glyphosate. As a company, we take the safety of our products extremely seriously, so I wanted to write to you personally to share some important background about the safety of glyphosate and its benefits for agriculture, including reduced soil erosion and decreased carbon emissions.

Glyphosate has a 40-year history of safe use and has been the subject of more than 800 health and safety studies. Regulatory agencies around the world have concluded that all labeled uses of glyphosate are safe for human health and the environment. In the United States, all pesticides must be reviewed by the Environmental Protection Agency (EPA) before they can go on the market and undergo follow-up reviews every 15 years. A routine EPA review of glyphosate began in 2009 and is ongoing. Similar routine regulatory reviews are underway in Brazil, Canada, the European Union and other parts of the world.

No regulatory agency in the world considers glyphosate to be a carcinogen. The politically motivated groups that ran the advertisements are using a recent review of glyphosate by the International Agency for Research on Cancer (IARC) to incite unfounded confusion and concern. It is important to note that IARC was selective in the data it reviewed and arrived at a classification that is inconsistent with the findings of all regulators globally.

The use of crop protection chemicals is not limited to use on genetically modified (GM) crops. Crop protection chemicals are used in all forms of agriculture – including organic, conventional and GM production methods. Regardless of the farming method, all registered pesticides in the U.S. are carefully evaluated to ensure they can be used safely.

Food is an emotional topic. Parents want to know that the food they put on the table is safe and nutritious. We understand, appreciate and share that concern. We are passionate about working with farmers to help them produce safe and affordable food to nourish our growing world. And we want to do a better job of answering questions about our role in agriculture and food production.

Alternative closing 1: I would welcome the opportunity to have a personal conversation with you in advance of the upcoming Senate hearing to answer any questions or concerns you might have. We will follow up directly with your office to inquire about scheduling a time to speak in the coming days. Meanwhile, please let me know if I can be of any assistance.

Alternative closing 2: If it would be helpful to you, I would be glad to make our senior regulatory scientists available to you to address any questions or concerns you might have in advance of the upcoming Senate hearing. We will follow up directly with your office in the coming days to see if such a conversation would be helpful. Meanwhile, please let me know if I can be of any assistance.

Alternative closing 3: I invite you to contact our Washington, D.C., office directly with any questions or concerns. We also provide extensive information at monsanto.com/glyphosate. We would be pleased to provide any additional information that would be helpful to you.

Warm regards,

Robb Fraley, Ph.D.
Chief Technology Officer

Regards,
Melissa

From: DYKES, MICHAEL D [Redacted]
Sent: Wednesday, October 14, 2015 8:47 AM
To: DUNCAN, MELISSA S [Redacted]
Cc: MURPHEY, SAMUEL [Redacted]; KUSCHMIDER, SCOTT [Redacted]
Subject: Re: Draft letter, one-pager

I can't open the attachment

Sent from my iPhone

On Oct 14, 2015, at 6:43 AM, DUNCAN, MELISSA S [Redacted]
wrote:

Michael – attached is the draft letter Sam has drafted. If our goal is to target policy makers, doing it directly to them in a way that does not amplify the ads would appear to be the most direct approach, as well as an offer to engage. If we take out an ad, we are going to be in a position that we need to respond to all such similar attacks. Additionally, we antagonize/excite the artis.

Please take a look at the attached and let us know your thoughts. Happy to discuss at your convenience.

Regards,
Melissa

From: DYKES, MICHAEL D [Redacted]
Sent: Tuesday, October 13, 2015 7:00 PM
To: MURPHEY, SAMUEL [Redacted]
Cc: DUNCAN, MELISSA S [Redacted]; KUSCHMIDER, SCOTT [Redacted]
Subject: Re: Draft letter, one-pager

These efforts to provide information to stakeholders and offices are fine and it is good that this has been coordinated with the coalition. However, as I have said before, I feel strongly that Monsanto's leadership a such as Fraley needs to proactively defend our product through ads, LTEs or one pagers.

These efforts outlined below are necessary but not sufficient as I believe we are in the beginning of an campaign that will continue to highlight safety concerns of glyphosate. No one can defend the product like Monsanto the owner can.

Michael

Sent from my iPhone

On Oct 13, 2015, at 4:09 PM, MURPHEY, SAMUEL [Redacted]

[Redacted] wrote:

Michael,

A quick update on where things stand:

- We have worked with the GMA / coalition communication folks to prepare an op-ed from CLA to push back directly against the arguments in the ads (see attached). We're planning to get this sent off first thing in the morning. Our first choice will be to submit it to Politico; as a backup, we'd go to the Hill. We can still explore the option of a LTE or similar op-ed from a medical doctor if Dan can get us a name, but we hope this will give us something online or in print ASAP that we can use in conversations before the hearing.
- We have provided glyphosate background info to the coalition to enable them to develop a coalition-branded one-page fact sheet on glyphosate and labeling. They should be sending us a draft for review later this evening or tomorrow.
- In addition, we have drafted two Monsanto fact sheets for your review / consideration: one that addresses both glyphosate and labeling, and another that specifically focuses on glyphosate safety (see attached). We've incorporated your earlier feedback on adding context, referencing other 2A classifications, etc., in the drafts. We'd welcome any additional feedback on what would make these most useful to you and the team. We're also asking the FH creative team to help us quickly enhance the formatting and make these look sharper.
- In addition, we'll get the attached list of quotes from global regulators cleaned up and formatted nicely as well.

Thank you.

Regards,

Sam

From: DYKES, MICHAEL D [Redacted]

Sent: Tuesday, October 13, 2015 10:12 AM

To: MURPHEY, SAMUEL [Redacted]

Cc: DUNCAN, MELISSA S [Redacted]; KUSCHMIDER, SCOTT [Redacted]

Subject: Re: Draft letter, one-pager

Another point I forgot to include is that we should include the EPA desk statement on the one pager and also develop a list of 3rd party regulatory decisions and quotes from their reviews

Michael
Sent from my iPhone

On Oct 13, 2015, at 7:53 AM, DYKES, MICHAEL D [Redacted]

[Redacted] wrote:

I have reviewed the material and discussed with the team. I have also talked with GMA and the Coalition and a food company

GMA and the coalition are meeting today to discuss preparation for glyphosate in the hearing. They will get back to me after today's meeting. They are thinking a one pager that everyone can use on the Hill. They believe we need 3rd party physicians to speak in LTEs and expecting us to defend our product. They don't have 3rd party physicians who can speak to glyphosate safety. They were thinking Federof but she has already sent a written follow up the House AG committee to provide a improved answer to the question she got during the labeling hearing on glyphosate. I sent the draft one pager and letter to GMA for reaction

Suggestions

- the team continues to believe we should do an ad in the Hill from Fraley defending our product
- the ad could be done in the form of an open letter to the public but not to Senate offices. It would create a Politico story probably cortical of our behind the scenes efforts to influence
- develop the one pager. Add the context on other products reviewed by IARC, add that Fraley has a family and that he cares
- the current draft comments on NEJM but doesn't rebut their point or provide context on their point
- bring Fraley and maybe Dan Goldstein to Hill for briefings after the hearing
- we and the Coalition will get the one pager and physician LTE to the Hill before the hearing

The concern is growing as Politico ran a story today saying the Campaign is running 30 second spots in key states to keep democrats off the labeling legislation

I will let you know what I learn today from GMA and the coalition.

Sent from my iPhone

Redacted

wrote:

Michael,

Attached are two draft documents we've prepared to support outreach on glyphosate in the coming days:

- 1) A template letter from Robb that could be sent directly to Senate offices to help tee up conversations about glyphosate in advance of the hearing. We've included a few different closing paragraphs (offering a personal meeting, offering a meeting with someone like Donna or Phil, or making an invitation for them to reach out for more information).
- 2) A one-pager that Monsanto folks and the coalition could use to push back specifically on the claims raised in the recent ads. We haven't shared this with the coalition yet, but the communications folks did say something like this would be useful for them.

Please let us know if you think either of these documents would be helpful. If you'd like to use the letter, we can help coordinate printing and getting to Robb for review and his signature ASAP.

The social media plan should go into full swing shortly to drive people in the D.C. market to our glyphosate video and the Discover Monsanto website. We should also hear back from Dan shortly on whether we have a doc on board to sign an op-ed.

The GMA and coalition communication folks were trying to find a time for a quick call tomorrow. Once that gets scheduled, we can get the information over to you and / or Scott if you'd like to participate as well.

Thank you.

Regards,

Sam

<2015-10-12 Glyphosate One-
Pager.docx>

<2015-10-12 Robb Senate
Letter.docx>

<2015-10-13 GLY-labeling one-pager.docx>

<2015-10-13 GLY-safety one-pager.docx>

<2015-10-13 Regulatory Statements on Glyphosate.docx>

<2015-10-13 CLA OpEd-coalition input.docx>

<mime-attachment>